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JAPANESE PATENT OFFICE

PATENT ABSTRACTS OF JAPAN

(11)Publication number: 10240830

(43)Date of publication of application: 11.09.1998

(51)Int.Cl.

G06F 17/60

G09F 27/00

(21)Application number: 09060194

(71)Applicant:

TOTAL SYST KENKYUSHO:KK

(22)Date of filing: 28.02.1997

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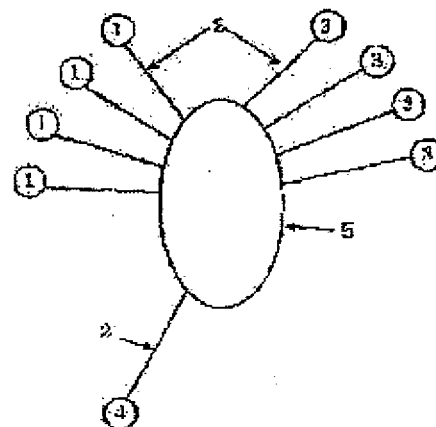
SUZUKI TAKESHI

(54) ELECTRONIC CATALOG SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To enable a commodity provider to freely and easily open a home pages and register a catalog of commodities, and to enable general consumers to speedily and efficiently retrieve a catalog by allowing an electronic catalog introducer to administer the general consumers and the commodity provider together.

SOLUTION: This system consists of the electronic catalog provider 1, general consumer 3, and electronic catalog introducer (mall site) 4. The mall site is a main mall site serving as a window for the general consumers 3 and electronic catalog provider 1 and the internet 5 is a general mall site which manages electronic catalogs. Then an electronic catalog data base and a member list data base are provided. The member list data base manages the electronic



catalog provider 1 and general consumers 3. This data base is an answer history data base. This answer history data base is used to analyze to habits and tastes of the general consumers 3, and efficient commodity introducing service is provided for the consumers 3.

LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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